WHAT IS CLAIMED IS:

- 1. A method of identifying a peptide which binds to a heat shock protein, comprising:
- (i) contacting a phage display library comprising a plurality of bacteriophage which express, in a surface protein, a plurality of inserted peptides with a hsp target in a physiologic binding buffer;
 - (ii) isolating a phage which binds to the hsp target; and
- (iii) identifying the inserted peptide expressed in the surface protein of the phage.
- 2. The method of claim 1, wherein the ionic strength of the binding buffer is equivalent to the ionic strength of an aqueous solution of 100-150 mM NaCl.
- 3. The method of claim 1, wherein the binding buffer comprises calcium ion at a concentration of 1-25 millimolar.
- 4. The method of claim 1, wherein the binding buffer comprises a reducing agent.
- 5. The method of claim 1, wherein the binding buffer comprises a non-hydrolyzable nucleotide.
- 6. A method of identifying a peptide which binds to a heat shock protein, comprising:
- (i) contacting a phage display library comprising a plurality of bacteriophage which express, in a surface protein, a plurality of inserted peptides, with a hsp target bound to a benzoquinone ansamycin antibiotic, in a binding buffer;
 - (ii) isolating a phage which binds to the hsp target; and
- (iii) identifying the inserted peptide expressed in the surface protein of the phage.
- 7. The method of claim 6, wherein the benzoquinone ansamycin antibiotic is herbimycin A.
- 8. The method of claim 6, wherein the benzoquinone ansamycin antibiotic is geldanamycin.

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- 9. The method of claim 6, wherein the binding buffer is physiologic.
- 10. The method of claim 9, wherein the ionic strength of the binding buffer is equivalent to the ionic strength of an aqueous solution of 100-150 mM NaCl.
- 11. The method of claim 9, wherein the binding buffer comprises calcium ion at a concentration of 1-25 micromolar.
- 12. The method of claim 9, wherein the binding buffer comprises a reducing agent.
- 13. The method of claim 9, wherein the binding buffer comprises a non-hydrolyzable nucleotide.
- 14. A conjugate peptide comprising (i) a tether which comprises a peptide identified by the method of claim 1; and (ii) an antigenic peptide.
- 15. A conjugate peptide comprising (i) a tether which comprises a peptide identified by the method of claim 6; and (ii) an antigenic peptide.
- 16. A method of inducing an immune response in a subject in need of such treatment, comprising administering an effective amount of the conjugate peptide of claim 14.
- 17. A method of inducing an immune response in a subject in need of such treatment, comprising administering an effective amount of the conjugate peptide of claim 14 bound to a heat shock protein.
- 18. A method of inducing an immune response in a subject in need of such treatment, comprising administering, to the subject, a composition comprising a conjugate peptide, wherein the conjugate peptide comprises (i) a portion which may be bound to a heat shock protein under physiologic conditions and (ii) a portion which is antigenic, wherein a heat shock protein is not concurrently administered with the conjugate peptide.
- 19. A conjugate peptide comprising an antigenic peptide and a benzaquinone ansamycin antibiotic.
- 20. The conjugate peptide of claim 19, wherein the benzoquinone ansamycin antibiotic is geldanamycin.

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- 21. The conjugate peptide of claim 19, wherein the benzoquinone ansamycin antibiotic is herbimycin A.
- 22. The conjugate peptide of claim 14, further comprising a benzoquinone ansamycin antibiotic.
- 23. The conjugate peptide of claim 22, wherein the benzoquinone ansamycin antibiotic is geldanamycin.
- 24. The conjugate peptide of claim 22, wherein the benzoquinone ansamycin antibiotic is herbimycin A.
- 25. The conjugate peptide of claim 15, further comprising a benzoquinone ansamycin antibiotic.
- 26. The conjugate peptide of claim 25, wherein the benzoquinone ansamycin antibiotic is geldanamycin.
- 27. The conjugate peptide of claim 25, wherein the benzoquinone ansamycin antibiotic is herbimycin A.
- 28. A method of inducing an immune response in a subject in need of such treatment, comprising administering an effective amount of the conjugate peptide of claim 19.
- 29. A method of inducing an immune response in a subject in need of such treatment, comprising administering an effective amount of the conjugate peptide of claim 22.
- 30. A method of inducing an immune response in a subject in need of such treatment, comprising administering an effective amount of the conjugate peptide of claim 25.